

# CURRICULUM VITAE

## DR BRETT HUTCHINS

Senior Lecturer in Communications and Media Studies

Postgraduate Coordinator, School of English, Communications and Performance Studies

Phone: 03 9903-2098

E-mail: Brett.Hutchins@arts.monash.edu.au

## EDUCATION, EMPLOYMENT AND AWARDS

### i. Academic Qualifications

Graduate Certificate in Higher Education. 2007. Monash University

Doctor of Philosophy (Sociology). 2001. University of Queensland

Master of Arts (Humanities). 1997. University of Canberra

Bachelor of Arts (Media). 1993. University of Canberra

### ii. Current and Previous Academic Positions

2008- Senior Lecturer in Communications and Media Studies (Level C), School of English, Communications and Performance Studies (ECPS), Monash University

2005-2007 Lecturer in Communications and Media Studies (Level B), School of English, Communications and Performance Studies, Monash University

2002-2004 Associate Lecturer in Sociology (Level A), School of Sociology and Social Work, University of Tasmania

### iii. Awards

2009 Faculty of Arts Commendation 'For Outstanding Media Engagement', Monash University

2008 Commendation for Faculty of Arts Dean's Award for Excellence in Research by Early Career Researchers, Monash University

2003 University of Tasmania Teaching Merit Award

2002 University of Tasmania Teaching Merit Award

2001 Dean's Commendation for Outstanding Research Higher Degree Thesis (Ph.D.), University of Queensland

1998 'C. Lynn Vendien Scholarship Award' from the International Society for Comparative Physical Education and Sport (<http://www.iscpes.org/index-1.html>)

## RESEARCH PUBLICATIONS AND GRANT ACTIVITIES

### i. Research Interests

- Sports media and culture
- Online and digital media
- Environmental media
- News media

### ii. Books

B. HUTCHINS (2002, Hardback; 2005, Softback) Don Bradman: Challenging the Myth, Melbourne: Cambridge University Press.

### iii. Text Books

- R. van Krieken, P. Smith, D. Habibis, B. HUTCHINS, G. Martin & K. Maton (in press, 2010) Sociology, 4<sup>th</sup> edition (revised and updated), Frenchs Forest: Pearson Education.
- R. van Krieken, P. Smith, D. Habibis, B. HUTCHINS, M. Haralambos & M. Holborn (2006) Sociology: Themes and Perspectives, 3<sup>rd</sup> edition, Frenchs Forest: Pearson Education.

### iv. Journal Articles and Book Chapters

- B. HUTCHINS & J. Mikosza (in press, August 2010) 'The Web 2.0 Olympics: Athlete Blogging, Social Networking and Policy Contradictions at the 2008 Beijing Games,' Convergence: The International Journal of Research into New Media Technologies.
- L. Lester & B. HUTCHINS (2009) 'Power Games: Environmental Protest, News Media and the Internet,' Media, Culture & Society 31(4), pp. 579-595.
- B. HUTCHINS & D. Rowe (2009) 'From Broadcast Rationing to Digital Plenitude: The Changing Dynamics of the Media Sport Content Economy,' Television & New Media, 10(4), pp. 354-370.
- B. HUTCHINS, D. Rowe & A. Ruddock (2009) "'It's Fantasy Football Made Real": Networked Media Sport, the Internet and the Hybrid Reality of MyFootballClub,' Sociology of Sport Journal, Special Issue: 'New Media and Global Sporting Cultures', 26(1), pp. 89-106.
- B. HUTCHINS (2009) '26 January 1981. The Opening of the Australian Institute of Sport: The Government Takes Control of the National Pastime,' in D. Roberts & M. Crotty (eds.) Turning Points in Australian History, Sydney: University of New South Wales Press, pp. 198-210.
- J. Freeman & B. HUTCHINS (2009) 'Balancing the Digital Democratic Deficit: e-Government,' Media International Australia, No. 130, pp. 17-27.
- B. HUTCHINS (2008) 'Signs of Meta-Change in Second Modernity: The Growth of e-Sport and the World Cyber Games,' New Media & Society 10(6), pp. 851-869.
- B. HUTCHINS (2007) 'Public Culture, Independent Online News and the *Tasmanian Times*,' Journalism: Theory, Practice and Criticism, 8(2), pp. 205-225.
- B. HUTCHINS (2007) 'The Problem of Sport and Social Cohesion,' in J. Jupp and J. Nieuwenhuysen with E. Dawson (eds.) Social Cohesion in Australia, Melbourne: Cambridge University Press, pp. 170-181.
- B. HUTCHINS & L. Lester (2006) 'Environmental Protest and Tap-Dancing with the Media in the Information Age,' Media, Culture & Society, 28(3), pp. 433-451.
- B. HUTCHINS (2006) 'The Boy from Bowral: The Role of the Bush in the Legend of Sir Donald Bradman,' Journal of Australian Studies, No. 86, pp. 29-35.
- B. HUTCHINS (2006) 'Sport History Between the Modern and Postmodern,' in M.G. Phillips (ed.) Deconstructing Sport History: A Postmodern Analysis, New York: State University of New York Press, pp. 55-73.
- J. McKay, J. Mikosza & B. HUTCHINS (2005) "'Gentlemen, the Lunchbox has Landed": Representations of Masculinities and Men's Bodies in the Popular Media,' in M.S. Kimmel, J. Hearn and R.W. Connell (eds.) Handbook of Studies on Men and Masculinities, London: Sage Publications, pp. 270-288.
- M.G. Phillips, B. HUTCHINS & R. Stewart (2005) 'The Media Sport Cultural Complex: Football and Fan Resistance in Australia,' in J. Nauright and K. Schimmel (eds.) Political Economy of Sport, London: Palgrave Macmillan, pp. 85-103.
- B. HUTCHINS (2005) 'Unity, Difference and the "National Game": Cricket and Australian National Identity,' in S. Wagg (ed.) Cricket and National Identity in the Postcolonial Age: Following On, London: Routledge, pp. 9-27.
- B. HUTCHINS (2004) 'Castells, Regional News Media and the Information Age,'

- Continuum: Journal of Media and Cultural Studies, 18(4), pp. 577-590.
- L. Gregory & B. HUTCHINS (2004) 'Everyday Editorial Practices and the Public Sphere,' Media International Australia incorporating Culture and Policy, No. 112, pp. 186-200.
- M.G. Phillips & B. HUTCHINS (2003) 'Losing Control of the Ball: The Political Economy of Football and the Media in Australia,' Journal of Sport and Social Issues, 27(3), pp. 215-232.
- B. HUTCHINS (2001) 'Social-Conservatism, Australian Politics and Cricket: The Triumvirate of Australian Prime Ministers John Howard, Sir Robert Menzies and Sir Donald Bradman,' Journal of Australian Studies, No.67, pp. 56-66.
- J. McKay, B. HUTCHINS & J. Mikosza (2000) "'Shame and Scandal in the Family": Media Narratives of the IOC/SOCOG Scandal Matrix,' Olympika: The International Journal of Olympic Studies, Vol. IX, pp. 25-48.
- B. HUTCHINS (2000) 'The Uses of Nostalgia: An Analysis of Don Bradman and Australian Cricket,' Social Alternatives, 19(2), pp. 35-39.
- B. HUTCHINS & M.G. Phillips (1999) 'The Global Union: Globalization and the Rugby World Cup,' in J. Nauright and T. Chandler (eds.) Making the Rugby World: Race, Gender, Commerce, London: Frank Cass, pp. 149-164.
- B. HUTCHINS & J. Mikosza (1998) 'Rugby League and Violence 1970 to 1995: A Case Study in the Maintenance of Masculine Hegemony,' Journal of Sociology, 34(3), pp. 246-263.
- M.G. Phillips & B. HUTCHINS (1998) 'From Independence to a Reconstituted Hegemony: A Brief History of Rugby League and Television,' Journal of Australian Studies, No.58, pp. 134-147.
- B. HUTCHINS (1998) 'Global Processes and the Rugby Union World Cup,' Football Studies, 1(2), pp. 34-54.
- B. HUTCHINS (1998) 'Sporting Violence: History, Theory, Context and Figurations,' in D. Hemphill (ed.) Violence and Sport: Australian Perspectives, Melbourne: Walla Walla Press, pp. 19-39.
- B. HUTCHINS & M.G. Phillips (1997) 'Selling Permissible Violence: The Commodification of Australian Rugby League 1970-1995,' International Review for the Sociology of Sport, 32(2), pp. 161-176.
- B. HUTCHINS (1997) 'Mediated Violence: The Case of State of Origin Rugby League,' Sporting Traditions, Journal of the Australian Society for Sport History, 13(2), pp. 19-39.

#### **v. Conference Proceedings**

- B. HUTCHINS & D. Rowe (2009) "'A Battle Between Enraged Bulls": The 2009 Australian Senate Inquiry into Sports News and Digital Media'. Submitted for the refereed proceedings of the Communications and Policy Research Forum 2009, Network Insight Institute, University of Technology, Sydney, 19-20 November.
- B. HUTCHINS (2007) 'The Pressing Need to Investigate Regional Media in a Global Age,' New Perspectives of Media Studies in a Digital Age, College of Social Sciences, Seoul National University, South Korea.
- B. HUTCHINS (2006) 'Computer Gaming, Media and e-Sport,' The Australian Sociological Association 2006 Annual Conference Proceedings, The Australian Sociological Association.
- B. HUTCHINS (2005) 'Politics, Celebrity and Independent Online News,' The Australian Sociological Association 2005 Annual Conference Proceedings, The Australian Sociological Association.

## vi. Review and other Articles

- B. HUTCHINS & D. Rowe (2009) 'Broadcasters Under Pressure: The Growing Power of Telecommunications and Digital Media Companies in the Sports Market,' FlowTV: A Critical Forum on Television and Media Culture, Special Issue: 'Sports Media: Tensions and Transitions', 10(10) <http://flowtv.org/?p=4418>
- B. HUTCHINS (1996) 'Rugby Wars: The Changing Face of Football,' Sporting Traditions, 13(1), pp. 151-162.

## vii. Grants and Research Funding

### *Competitive:*

- 2010-2012 'Changing Landscapes: Online Media and Politics in an Age of Environmental Conflict,' ARC Discovery Project. Chief Investigator with Dr Libby Libby Lester, University of Tasmania. Partner Investigator: Professor Simon Cottle, Cardiff University. \$182,000.
- 2008-2010 'Struggling for Possession: The Control and Use of Online Media Sport,' ARC Discovery Project, 2008-2010. Chief Investigator with Prof. David Rowe, University of Western Sydney. \$181,800.
- 2004 'Tasmanian Media and Regional Identity', University of Tasmania Internal Research Grant Scheme. \$10,000.

### *Non-Competitive:*

- 2005 New Appointees Grant, Faculty of Arts, Monash University. \$10,000.
- 2005 Teaching Initiatives – Online Development Project, Faculty of Arts, Monash University. \$5,000.

## COMMUNICATION OF RESEARCH IN THE MEDIA AND COMMUNITY

### i. Media Publications

- B. HUTCHINS (2009, September) 'Tackling Unsporting Behaviour' Melbourne's Child magazine, pp. 27-28. (Also published in Sydney's Child and Brisbane's Child. Combined readership: 273,000)
- B. HUTCHINS (2009, 10 March) 'Victims Always Left on the Sidelines,' Sydney Morning Herald [Opinion].  
(<http://www.smh.com.au/opinion/victims-always-left-on-the-sidelines-20090309-8t9k.html?page=1>)
- B. HUTCHINS (2008, 7 August) 'The Taxing Business of Going for Gold,' Sydney Morning Herald [Opinion], p. 13.  
(<http://www.smh.com.au/news/opinion/the-taxing-business-of-going-for-gold/2008/08/06/1217702136152.html>)
- B. HUTCHINS and D. Rowe (2007, 18 May) 'WWW are the Three Letters that Spell the End of a Cosy, 25-Year Relationship,' The Age: Business – Opinion and Analysis, p. 10.  
(<http://www.theage.com.au/news/business/www-are-three-letters-that-spell-the-end-of-a-cosy-25yearrelationship/2007/05/17/1178995324424.html?page=fullpage#>).
- B. HUTCHINS and D. Rowe (2007, 4 June) 'Game On: The Battle for Control of Online Sport'. On Line Opinion: Australia's e-journal of social and political debate. (Online version of the article above)  
(<http://www.onlineopinion.com.au/view.asp?article=5928>).
- B. HUTCHINS (2006, 24 June) 'Fun! (and Games),' The Age, A2: Culture and Life, pp. 18-19. (<http://www.theage.com.au/news/technology/fun-and-games/2006/06/21/1150845236873.html?page=fullpage>)

- B. HUTCHINS (2005, 26 September) 'Is David Beckham a God?' On Line Opinion: Australia's e-journal of social and political debate. (<http://www.onlineopinion.com.au/view.asp?article=3658>).
- B. HUTCHINS (2005, 14 August) 'Melbourne Missing a Rugby League Culture,' The Sunday Age [Sport], p. 20. (<http://www.theage.com.au/news/league/melbourne-missing-a-rugby-league-culture/2005/08/13/1123353542071.html>).
- B. HUTCHINS (2005, 14 August) 'The Storm Need a Melbourne Vibe to Survive,' The Sun-Herald, p. 99.
- B. HUTCHINS (2001, 1 March) 'The Media, the Man and the Myth,' The Australian [Media Liftout], p.3. (<http://www.theaustralian.com.au/extras/bradman/bradman25.html>)
- B. HUTCHINS (2001) 'The Australian Hero,' Wisden Cricketers' Almanack Australia 2001-02, South Yarra: Hardie Grant Books, pp. 30-36.

## ii. Public Presentations and Activities

- Invited Public Debate Participant. *Intelligence Squared: The Australian Forum for Live Debate*, City Recital Hall, Sydney. Topic: 'For a Sporting Nation, We're Not Very Sporting' (<http://www.iq2oz.com/events/event-details/08-09-30.php>). Participants: Adam Gilchrist (Australian cricketer), Peter Fitzsimons (journalist and author), Tracey Holmes (broadcaster), Adam Spencer (broadcaster) and Gideon Haigh (journalist and author). Watched by a live audience of 1200, and another 15000 watching live via a webcast on the *Sydney Morning Herald* website. Also replayed on ABC2 television *Fora* program (<http://www.abc.net.au/tv/fora/stories/2008/10/09/2384659.htm>) and Radio National's 'Summer Series' (<http://www.abc.net.au/rn/summer/2008/talk/IQ2/>).
- Invited Presenter and Panel Member. 'Games and Gamers', *Technology and Ideas Forum*, State Library of Victoria, 29 April 2008.
- Panel Moderator. *The eGames & Entertainment Expo*, Melbourne Exhibition Centre, 16-18 November 2007. Panel topic: 'The Rise of Hands-On Video Games'.
- Keynote Speaker. 'Social Inclusion: Sport and Recreation as a Tool for "Good Settlement"', *Refugee Youth Policy Forum and Multicultural Sports Network Meeting*. 4 April 2007 at VicHealth, Carlton, Melbourne. Organised by the Centre for Multicultural Youth Issues, and sponsored by the State Government of Victoria and the Federal Department of Immigration and Citizenship.
- Panel Moderator. *The eGames & Entertainment Expo*, Melbourne Exhibition Centre, 17-19 November 2006. Panel topic: 'Opening up Games to New Players and Expanding the Market'. Speakers included Sony Australia's Michael Ephraim, David McClean of Microsoft Xbox Australia/New Zealand, Nintendo Australia's Rosemary Lappin, and journalist Steve Polak.
- Invited Presenter. *Dissecta: Game Fan / Game Maker Events*. 'FUNDamentals of Cybersports', 16 May 2006. Held at the Australian Games Innovation Centre, Melbourne.
- Invited Presenter. *SBS 'Harmony Day' Forum*, 2006 (United Nations International Day for the Elimination of Racism). 'Sport as a Universal Language'. Australian Centre for the Moving Image (ACMI), 27 February. Hosted by George Negus, opened by Victorian Minister for Sport and Recreation Justin Madden, and featuring the CEO of the AFL, Andrew Demetriou.
- Television and Media Critic, *ABC Radio Hobart*, weekly with Peter Hughes on 'Nights' (Feb.-June 2003).

## iii. Media Interviews

- I have accepted offers of interview from television, radio, newspaper and magazine media outlets on over 70 occasions. Outlets have included ABC International

Television (throughout Asia and the South Pacific) (Australian Network – News Hour with Jim Middleton; <http://australiannetwork.com/newshour/>), the ABC Television documentary unit (for the nationally screened ‘Don Bradman: Reflections on the Legend’), *BBC4 Radio*, Channel 31 *C News*, Radio National’s *Life Matters*, *PM* with Mark Colvin, *Australia Talks* and *The Sports Factor*, SBS Radio’s *Worldview*, ABC Local Radio in Hobart, Gippsland and on the Gold Coast, Malaysia’s *New Straits Times*, *The Bulletin* magazine (cover story), *Inside Sport* magazine, *Sydney Morning Herald*, *The Age*, *Sun-Herald*, *West Australian*, *The Mercury* and *New Zealand Herald*.